

ANGELS CAMP BRAND LEADERSHIP TEAM

Minutes of March 8, 2011 Meeting

PRESENT: Anne Forrest, chair, Buck Reed, George Wendt, Dave Hanham, Lisa Mayo, Wrenae Rowe, Dixon Collins, Lisa Boulton, Steve Fairchild, Carol Hogan, Vivian Daniels, Jay Shotwell, Bob Trinchero

ABSENT: David Richards, Jack Boeding, Kathy Collins, Janet Cuslidge, Diane Gray, Michele Lee, Melanie Lewis, Kym Flaigg, Tyler Summersett, John Tichenor, Richard Wilmshurst, Charlotte Wheeler,

GUESTS: Warren Alford, Executive Director, Ebbetts Pass Scenic Byway

1. **CALL TO ORDER:** The meeting was called to order by Anne Forrest, chair, at 10:40 am at Camps
2. **INTRODUCTIONS:** Mr Alford was introduced.
3. **PUBLIC COMMENT:** None
4. **MINUTES OF February 8, 2011 meeting minutes**
 - a. Motion by Bob Trinchero, 2nd by George Wendt; Approved.
5. **FOLLOW-UP TO 1/20 LONG-RANGE PLANNING WORKSHOP:**
 - a. **Questions submitted by Wrenae Rowe to Community Development, with reply by Dave Hanham:**
 - i. Lights on gateway signs at city entrances? *Waiting for Wayfinding Plan*
 - ii. How much is RT 4 relinquishment money? *About \$400,000. Will go into General Fund, probably for budget over-runs. We may be able to apply to use some for wayfinding or other projects.*
 - iii. In historic commercial zoning, will there be designations for outdoor dining and late activities? *Yes, plan is going to Planning Commission in April. Noise ordinance now says 10 pm but may rewrite.*
 - iv. How easy is it to open a new business? Do we have a navigation guide for new businesses? *We kinda/sorta do. We try to move things through as quickly as possible. As for a guide, the BLT is to handle and there may be grant money for this.*
 - v. What is the next stage for the Angels Creek Master Plan & Trail? Are you planning to promote it as a 'healthy families' activity? *The plan will go to the Planning Commission in May or June, then to public hearings. Then the city will need to get funding to implement the plan. Will tie it in to health and safety of residents. In 2012 the City is looking at funding a bike plan for the city.*
 - vi. What do we need to do to improve cell and WiFi service in the historic district? *Not sure what is happening in this area. (See item 10.b. below)*
 - vii. Where are we with permanent and temporary sign ordinances? Do we have incentives or ideas for improving business signage, or discounts/moratoria for businesses to replace banners with permanent signs? *Definitions are complete. The temporary sign ordinance has been approved. Still working on the permanent sign ordinance. Nothing on a moratorium or incentives.*
 - viii. Do we have a Special Event permit or process? *No. We're considering it. The BLT is working on a 'Holding an Event in Angels Camp' guide.*
 - ix. How can we ensure that the City's website www.angelscamp.gov is up to date and linked to the www.angelscampfun.com site? *Talk with Mary Kelly and Dave Richards. Note: Anne Forrest is to rewrite the City's web site to bring it up to date with branding.*
 - x. On the heritage oak trees ordinance, do you have a specialist working on this? *We're still working on writing it.*
 - b. **Branding Support Group:**

- i. **Action: Anne Forrest to follow up with those who volunteered to do some beautification projects downtown:**

- 1. Bob Menary undertook to get street sign poles in the downtown painted by May 1st.
- 2. John Tichenor undertook to paint the bridge over the creek
- 3. Several offered to speak to businesses about getting rid of their 'permanent' vinyl banners or chain-link fences.

c. **Report to City Council:**

- i. Now scheduled for Tuesday, April 5th.
- ii. **Action: BLT members to attend to show support. Anne to prepare PowerPoint and report.**

6. **RETAIL RECRUITMENT IMPLEMENTATION:**

a. **Leadership and Action Plan:**

- i. Councilman Turco, at the Personnel and Finance Cmte meeting, suggested that this program be elevated to Council level so that it gets attention and action. He agreed to serve on the sub-committee formed to deal with this and suggested it was important to have the City Administrator fully involved.
- ii. **Action: Anne to work with Dave Richards to set up a sub-committee meeting.**

b. **Business Retention component:**

- i. The March 14th presentation on how to use the Consumer Propensity Data, by Lisa Hill of Buxton, has been postponed as the city is not ready to move forward.
- ii. The BLT has proposed to the Angels Camp Business Association that it take over the Retail Retention Program and that there may be grants available to assist. ACBA board is considering.

c. **Retail Recruitment component:**

- i. The City has not yet joined the International Council of Shopping Centers.
- ii. There will be no reps at the regional conference in Monterrey on March 15 & 16 as we are not yet ready.
- iii. **Available Properties:** Kathy Collins, Janet Cuslidge and Vivian Danielsen have prepared a list of available properties in the city.

d. **Research on tourism and second home population:** Awaiting proposal from Buxton. **Ongoing**

7. **ACTION ITEMS:**

a. **Marketing Web Site:**

- i. **Action: Anne to meet with Lisa Mayo to sort out how CVB can handle the updating and the cost.**

b. **Pole Banners:**

- i. Most banners printed and are being installed. Four large banners still to be printed.
- ii. All large banners have sponsors: Ebbetts Pass Scenic Byway and Motherlode Motor Sports have completed the list.
- iii. Installation of the banners will start our public relations campaign.

c. **Marketing Brochure:**

- i. Lisa Boulton reported all photos from pole banners are with designer. Map has been done. Now waiting for rest of text. **Action: Lisa B to provide mock-up by April 12 meeting. Anne to write the Angels Camp portion.**
- ii. Sponsors are Greenhorn Creek, Cavern Tours and Bear Valley because they are year-round destinations, in partnership with the City of Angels and Calaveras County Visitors Bureau. The sponsors will allow us to print 50,000 brochures versus the 20,000 in our budget.

- iii. Photos of activities and places in Angels Camp are needed, as well as food and lodging venues. It was suggested we contact Tim Saunders, Jeff White, Rick Harray and Patrick Works for photos, and to be sure to include photos of the new aquatic and sports center.
- d. **Public Relations:**
 - i. Jay Shotwell reported he is working on a plan to include a monthly Op-Ed column in the Calaveras Enterprise written by various members of the BLT.
 - 1. **Action: Jay to contact Buzz Eggleston, editor to agree a definite day.**
 - 2. **Action: Carol Hogan will write the first column from the perspective of her dog 'Fun'.**
 - ii. Jay also wants to have at least one press release a month on a BLT activity. First releases to be on the pole banners and web site. Jay needs more information. Anne to provide.
 - iii. It was agreed that the boiler plate needs to mention the benefits of the branding program for the residents of Angels Camp.
- e. **'Holding an Event in Angels Camp' package:**
 - i. The sub-committee had not met, but will before the April 5th meeting.
 - ii. **Action: Rosie, Kathy, Carol, Bob Trinchero, Corby and Melanie to present a plan at April 5th meeting.**
- f. **Social Media, Welcome Visitors and other cooperation with CVB:**
 - i. **Action: Lisa Mayo and Anne to meet next week to come up with a plan and budget.**
- g. **City Stationery:**
 - i. Mayor Boeding had this put on the P&F Cmte agenda. It was agreed that it was time to implement.
 - ii. **Action: Anne to meet with Dave Richards and Melisa Ralston to agree implementation and costs for April P&F meeting.**

8. UPCOMING EVENTS, CONFERENCES, ACTIVITIES:

- a. The CVB is holding a Face Book 101 workshop on March 30, 2-5 pm, at the Fairgrounds.
- b. The CVB is sponsoring an international tour operators' visit to the area on May 27th.
- c. The Fair will be held May 19-22. Lead act is Bucky Covington.
- d. The Winter Senior Games are being held in Bear Valley this weekend.
- e. Bear Valley is having wine social on weekends at the Lodge.
- f. The Mark Twain Festival will be held October 7th & 8th.
- g. Taste of Calaveras will be held September 17th.
- h. Special Deals for locals:
 - i. Anne contacted Jan Hovey of the Enterprise and Lodestar and this topic has begun to appear in her column in the Enterprise.
- i. An Angels Camp Commemorative Committee has been formed to plan for Angels Camp's 100th anniversary of incorporation in 2012; the 165th of its founding in 2013; the 165th of the Gold Rush in 2014; and 150th anniversary of Mark Twain's visit in 2015. Anne Forrest and Bob Trinchero are on the committee and more are welcome.
- j. Lisa Mayo showed the current copy of *Sierra Heritage* magazine – its 30th anniversary issue – which features its best articles over the years. Page 49 is a story on the jumping frog, followed by an ad from the CVB.

9. ISSUES:

- a. **CVB –TOT** is still on the agenda at Personnel and Finance Committee and the Finance Director was asked to provide a chart of total TOT revenues and uses over the past 5 or more years. It was agreed that the City needs to look at the total TOT revenues versus just the CVB's portion if it's looking to fund an economic development person.

- b. **Mokelumne River** – George Wendt reported they are still waiting for EBMUD to sign a Memorandum of Agreement to approve rafting on the Moke River. A list of EBMUD directors was given, and it was suggested that George contact them or look for local people who could contact them. Also, suggested to get story in the media about the delay.
- c. **Gold Cliff Mine** –Steve Fairchild reported that plans are with the City. Will go to the Planning Commission in May or June. Will keep area as natural as possible. Now in public domain, so it was suggested that Cave & Mine Adventures consider a public opinion campaign to get ahead of possible negative public opinion and rumors.

10. CITY REPORT:

- a. Most issues covered in Section 5 above.
- b. **Action: Dixon Collins to talk with Golden State Cellular, Verizon, AT&T, and WiFi providers to gain better understanding of how we could have better coverage in the historic district.**
- c. **City Budget:** Process has started internally. The BLT must get its plans in by early April.
 - i. **Action: Anne to convene budget meeting.**
- d. **Meeting with City Administrator:** Anne reported that she met with Dave Richards on March 7th. Key topics were budget, grants, retail recruitment follow-up, relinquishment money and signage.

11. NEW BUSINESS:

- a. **Ebbetts Pass Scenic Byway:**
 - i. Warren Alford introduced the work of the EPSB, and passed around booklets just produced and now on sale at various locations, as well as a new rack card.
 - ii. He outlined a upcoming Federal Highway Administration grant opportunity that provides up to \$150,000 to market byways. To be eligible, Warren suggested that the BLT join with EPSB with a program that would market not only the byway but also the Rt 4 corridor. He is talking with the Copperopolis Business Association and others.
 - iii. **Action: It was agreed that the BLT would work with Warren on the proposal. Vivian Danielsen, Lisa Boulton and Anne Forrest will represent the BLT.**
- b. **Other News:**
 - i. The MTSJ Thrift Shop is closing. **Action: Anne to call owner to offer help through the Retail Recruitment committee.**
 - ii. A new shop is opening at 1213 S Main – Hybrid Soft Goods, a clothing and skate shop for young people.

12. ADJOURNMENT:

- a. The meeting was adjourned at 1:05 pm

NEXT MEETINGS: REGULAR MONTHLY MTG: TUESDAY, April 12, 10:30 AM, CAMPS AT GREENHORN CREEK

BUDGET MEETING: Monday, March 21, 11 am, 1211 S. Main, 2nd floor.

RETAIL RECRUITMENT PROGRAM: Thursday, March 17th, 11 am, Community Development

Thursday, March 30th, 10:30 am, Community Development